

OFFICIAL RULES
“Get Moving, Boston” Sweepstakes

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Void where prohibited. By participating, you agree to be bound by these Official Rules and the decisions of the judges and/or Sponsor, which are binding and final on matters relating to this sweepstakes. Sweepstakes is subject to all applicable federal, state and local laws. **Warning: Before engaging in any exercise regimen it is imperative to consult a physician to obtain a physical exam and receive a physician’s approval to engage in physical activity.**

ELIGIBILITY. Open only to legal residents of the fifty (50) United States and the District Of Columbia, who are thirteen years of age or older. Entrants who are considered a minor in their state of residence, must obtain their parents permission prior to entering. Employees (and their immediate families (parent, child, spouse or sibling and their respective spouses, regardless of where they reside) and those living in their same households, whether or not related) of The Boston Globe (“Sponsor”) and their respective parents, affiliates, subsidiaries and advertising and promotion agencies are not eligible to enter or win.

TO ENTER. Between 12:01 a.m. Eastern Time (“ET”) on June 21, 2011 and 11:59 p.m. ET on August 29, 2011 (the “Entry Period”), visit **Boston.com** and complete and submit an official entry form for that week’s drawing and upload a photo/video of yourself participating in that week’s movement. Movement can be either the one demonstrated by Paul Peirce or one of your own. All entries must be received by 11:59 p.m. ET on September 7, 2011 to be eligible. Entries generated by script, macro or other automated means or by any means which subvert the entry process are void. All entries become the property of Sponsor and will not be acknowledged or returned.

DRAWING. Each week a potential winner will be selected in a random drawing to be held on Friday of each bi-week from all eligible entries received through the Wednesday of that bi-week. Non-winning entries will be discarded following the week’s drawing. Odds of winning depend on the number of eligible entries received during the week. Potential winners names will be posted on the Website and will be notified by e-mail and may be required to execute and return an affidavit of eligibility, a liability release and, where lawful, a publicity release within seven (7) days of date of issuance. If such documents are not returned within the specified time period, prize notification is returned as undeliverable, or a potential winner is not in compliance with these rules, prize will be forfeited and, at Sponsor’s discretion, an alternate winner selected.

Week Beginning	Movement	Prize Description	Approx Retail Value
1 – June 21	March In Place	Dick's Sporting Goods Gift Card	\$100.00
2 - July 4	Hopscotch	To be posted prior to July 4, 2012	
3 – July 18	Push-ups	To be posted prior to July 18, 2012	
4 – August 1	Jump rope	To be posted prior to August 1, 2012	
5 - August 15	Desk Stretch	To be posted prior to August 15, 2012	
6 – August 29	Hula Hoop	To be posted prior to August 29, 2012	

Grand Prize – Winner will meet and have photos taken with Paul Peirce at his “Truth on Health” rally on September 24, 2011 (Promotional consideration). Date is subject to change without notice.

Additional prizing to be posted prior to August 29, 2011.

Prizes are awarded “as is” with no warranty or guarantee, either express or implied by Sponsor. Winners may not substitute, assign or transfer a prize or redeem prize for cash, but Sponsor reserves the right, at its sole discretion, to substitute a prize (or portion thereof) with one of comparable or greater value. Winners are responsible for all applicable federal, state and local taxes, if any, as well as any other costs and expenses associated with prize acceptance and use not specified herein as being provided. All prize details are at Sponsor’s sole discretion. Limit one (1) prize per household.

In the event that tickets are part of a prize and Sponsor is unable to provide tickets, admission to event, etc, Sponsor reserves the right, in its sole discretion to give a cash equivalent to the face value of the ticket as substitution. No other compensation will be provided in lieu thereof and Sponsor will have no further obligation to winner. Tickets are subject to certain terms and conditions as specified thereon. Seat locations will be determined by Sponsor. Winner (and guest, if applicable) must comply with all venue rules and regulations. Failure to do so may result in forfeiture of such prize.

If gift cards are awarded as a prize, gift cards are subject to certain terms and conditions as specified by issuers.

PUBLICITY GRANT. By accepting a prize, except where legally prohibited, you grant permission for Sponsor and its designees to use your name, address (city and state), photograph, voice and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide in perpetuity, without notice or review or approval.

GENERAL CONDITIONS. Released Parties (as defined below) are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered, or garbled, Entries or email for whatever cause or other errors whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Sweepstakes. Released Parties are also not responsible for any

incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes. Released Parties are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this Sweepstakes or downloading materials from or use of the web site. Persons who tamper with or abuse any aspect of the Sweepstakes or website, who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Should any portion of the Sweepstakes be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of Entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Sweepstakes and, if terminated, at its discretion, select the potential winners from all eligible, non-suspect Entries received prior to action taken using the judging procedure outlined above.

By participating, you agree that Sponsor, and their respective parents, affiliates, subsidiaries and advertising and promotion agencies and all of their respective officers, directors, employees, representatives and agents (collectively, "Released Parties") will have no liability whatsoever for, and shall be held harmless by you against, any liability, for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in this sweepstakes. In the event of a dispute regarding entries received from multiple users having the same e-mail account, the authorized subscriber of the e-mail account at the time of entry will be deemed to be the winner and must comply with these rules. Authorized account subscriber is the natural person who is assigned the e-mail address by the Internet Service Provider (ISP), on-line service provider, or other organization responsible for assigning e-mail addresses.

WINNERS NAME. For the name of a particular week's winner (available one week following the drawing, send a self-addressed stamped envelope to: "Get Moving, Boston" Sweepstakes, 135 Morrissey Boulevard, Boston, MA 02205-5819 for receipt no later than **October 1, 2011**.

SPONSOR. The Boston Globe, 135 Morrissey Blvd., Boston, MA 02125

Print/Online/TV Disclosures

No purchase necessary to enter or win the "Get Moving, Boston" weekly sweepstakes. Open only to legal residents of the 50 United States and DC, who are of legal age of majority in their state of residence. Starts 12:01 a.m. ET 6/21/2011, ends 11:59 p.m. 9/12/2011. Void where prohibited. Subject to Official Rules, available at www.Boston.com. Sponsor: The Boston Globe, 135 Morrissey Blvd., Boston, MA 02125. **Warning: Before engaging in any exercise regimen it is imperative to consult a physician to obtain a physical exam and receive a physician's approval to engage in physical activity.**